

FACEBOOK PAGE: A TOOL TO EMPOWER LIBRARY USERS AT BESTLINK COLLEGE OF THE PHILIPPINES, BULACAN

ABSTRACT

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In the digital age, social media has transformed how information is shared and how communities interact, becoming an essential institutional tool. Among students, Facebook remains one of the most widely used platforms. This study aims to evaluate the effectiveness of a Facebook page created specifically for the library of Bestlink College of the Philippines, Bulacan. It investigates how this page influences student engagement, promotes access to library resources, and fosters a more active library community. This study employs a quantitative research method to collect data on user interactions with the library's Facebook page. The researchers examine the frequency and nature of these interactions, as well as their impact on students' perceptions of the library and their usage of its services. Data were gathered from a sample of 70 students using survey questionnaires. Findings show that the majority of respondents agreed the Facebook page encouraged them to engage with the school library, with weighted mean scores ranging from 3.34 to 3.72. Respondents affirmed the page's role in increasing awareness of available library resources and motivating library visits. The page was also recognized for facilitating connections among users with similar academic interests. A grand weighted mean of 3.90 indicated a positive perception of the Facebook page's potential to enhance library services. Additionally, a grand weighted mean of 3.72 showed approval of its efficiency in delivering useful information and improving overall library experience. The results confirm that the Facebook page positively influenced student engagement with the school library. It not only encouraged frequent use of resources but also helped foster relationships among users. The study supports the continued use and enhancement of social media as a strategic tool in promoting library services and user participation.

RECOMMENDED CITATION

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